

# **A STUDY ON CUSTOMERS' AWARENESS TOWARDS ONLINE SHOPPING**

**- Dr. Ravindra Borkar <sup>(1)</sup>, Dr. Ajay Pethe <sup>(2)</sup>**

**<sup>(1)</sup> Head of Department & Associate Professor, Department of Commerce & Management, Mahatma Gandhi International Hindi University, Wardha**

**<sup>(2)</sup> Associate Professor, School of Allied Sciences, Datta Meghe Institute of Medical Sciences (Deemed to be University), Wardha**

## **ABSTRACT**

With the rapid development of network technology, e-commerce and e-marketing have gradually formed and developed, forming a new business model and business opportunities that have an important influence on the ability future economic competition. Online shopping is a recent phenomenon in the field of e-commerce and will certainly be the future of shopping in the world. Most of the businesses take advantage of their online portals to sell their products/services online. Online shopping facility has allowed customers to identify different types of products available in the global market, due to rapid globalization, all types of products are available on the internet. Marketing has gradually formed and developed, forming a new business form and business opportunities that have an important influence on the country's economic competitiveness in the future. In the field of online business, online shopping will become the future of the shopping world. There are many companies that sell different products and services online. website on the global market Thus, growing in the global market, all the necessary and desirable products are available in the online market. The article aims to study consumers' perception of online shopping.

***Keywords: Online shopping, Customer Awareness, Demographic factor, Age, Gender, Occupation, Income***

## **I.INTRODUCTION**

The Internet has influenced people's shopping habits and is quickly becoming a global phenomenon. Many companies have started using the Internet in an effort to reduce marketing costs, thereby lowering the prices of their products and services to stay ahead of

competitive markets. Businesses also use the internet to announce, communicate and disseminate information, sell products, collect feedback, and also conduct customer surveys. Customers use the Internet not only to purchase products online, but also to compare prices, product features, and after-sales service facilities. Online shopping is a great way to shop with all whatever is on the web. For household essentials, medicine and more, this shopping method makes it easy to shop without spending hours in supermarkets or malls. The Internet is full of information, allowing customers to browse through various research about a product or service before making a purchase. These online shopping sites also offer daily deals for customers who are looking for in-store discounts and deals. In this fast-paced era, customers are busier than they are think a few years ago. So, this is why customers also buy products as well as services through online shopping. Now, the global marketplace is replacing Marketplace. Everything is bought and sold on the Internet. and buy different products. Traditionally, there is a thrill associated with getting a good discount. Nowadays, everyone is connected to the global market through the Internet, so consumer behaviour is constantly changing based on need. Internet sellers also know how to make customers important. People usually have a lot of time to go to stores and buy products from stores, but nowadays, business landscape changes, customers prefer to buy goods or services electronically because it saves time.

Due to time constraints and the advent of better communication technologies; Online shopping has gradually taken shape. Consumers are willing to buy things over the Internet which will save their time and effort. Online consumer behaviour has gradually been noticed in various areas of goods and services, where people can have what they want while sitting in their closed premises. Almost all types of products are available on the Internet. Almost all types of products and services are sold on the web. Goods and services, consumer durables, books, audio and video tapes, and services such as airline tickets can also be purchased online.

### **Review of Literature**

Day and Landon (1977) explained that online sellers' strategies sometimes do not align with online shoppers, leaving them dissatisfied with the online shopping delivery system.

Crawford (1997) said in his study that traditional consumer buying behaviour has its own model where they first identify the problem, do research, look for an alternative and then buy.

Dubrovsky, 2001 said that Internet marketing gives customers so many alternatives where they can evaluate and use items and services. George 2002 used Planned Behaviour Theory (TPB) to model consumer online shopping behaviour. The purchase has a strong influence on the intention that they buy online is very compatible.

Vyas and Srinivas (2002) found in their study that the majority of internet users had a positive behavior towards online purchases. Awareness of consumer rights and cyber laws needs to be developed.

Seyed Rajab Nikhashem, Farzana Yasmin, Ahsanul Haque. (2011) Study examining how people perceive online ticketing (ticketing) and why some people use this service while other people who do not use it stick to the traditional way to meet their needs. In addition, factors such as people's enthusiasm and reluctance to use Internet facilities are also examined.

Kanwal Gurleen. (2012) Focuses on understanding the demographic profiles of users and non-users of online shopping. For this purpose, the data of 400 respondents were collected in the form of questionnaires. The study was conducted in 3 cities of Punjab. A sample of urban respondents from Jalandhar, Ludhiana and Amritsar was selected. The document also discusses the various reasons for shopping online.

YuJe Lee, ChingLin Huang, ChingYaw Chen (2013) The purpose of this study is to use structural equation modelling (SEM) to investigate the impact of consumer perceptions of online bookstores on their purchase intent. Through a literature review, four constructs were used to establish a causal relationship between consumers' perception of online shopping and purchase intention. The results of this study show that the perception of the product, the shopping experience, and the quality of the service have a positive and significant impact on consumer purchase intent, but the perceived risk has a negative impact on consumer purchase intent. consumers, and the shopping experience is the most important thing.

Day and Landon, (1977) explained that consumers are sometimes dissatisfied with the way products and services are sold in the online environment. Sometimes items purchased online are not delivered on time, although the online message is very clear to deliver the item to the customer within 24 hours.

Crawford (1997) said in his study that the traditional consumer buying behaviour has its own model where the buying process starts from identifying the problem, searching for information, evaluating alternatives, then buying- and finally post-purchase behaviour.

### **Objectives of the Study**

The aim of this research study is to examine online consumer awareness, which in turn provides a framework for e-marketers to optimize their e-business strategies. The specific objectives of this research are:

1. To know the consumer's knowledge and perception of the products and services offered on the Internet in order to shop online.
2. Analyze customer satisfaction for selected online products.
3. Identify online shoppers' perceptions of website factors.
4. To identify different types of online shoppers, i.e., Mystery shoppers, occasional shoppers, frequent shoppers and regular shoppers varied by different website variables in B2C e-commerce online shopping in Wardha district.
5. Knowing how to offer products and services and satisfy your customers through online shopping.

### **Research Methodology**

The study is based on primary data. The data required for the study were collected from 200 respondents. In order to collect primary data, a well-structured questionnaire was created and filled out by the respondents. as open questions. For closed-ended questions, checklist questions and multiple-choice questions are used. The required data was also collected from various books, magazines, newspapers and websites.

The sampling method is chosen for the study. Respondents include students, professionals, civil servants, business people and others from 200 questionnaires distributed and collected in Wardha district, Maharashtra state. The period for conducting the study is June to December 2021. The percentage can also be used to compare the relationship terms in the distribution of two or more data sources. The chi-square test was used to analyze the relationship between satisfaction levels and demographic variables.

### **Significance Of the Study**

The study is being conducted to raise consumer awareness of online shopping in Wardha, Maharashtra. The study can explain how the customer chooses online purchases. This study shows customers' perceptions of online shopping services. The study offers suggestions to help manufacturers or retailers improve their online shopping marketing services.

### **Results And Discussion**

Percentage analysis was used to analyze customer demographic variables. The behaviour of the respondents, their knowledge of the rules of online shopping and the advantages and services of online shopping were also analyzed using the percentage analysis. The Chi-Square test was used to find the relationship between study variables. The demographic variables of clients' gender, age, marital status, educational level, occupation, monthly income, family type, place of residence, and computer ownership status are shown in Table 1. From this it can be deduced that 52% of the men and 48% of the women surveyed stated their experiences with online shopping. Majority of respondents 43% of respondents are in the age group of 21-30, 57% of respondents are married, 44% of respondents have a PG degree, 37% of respondents are in business, 23% of students are in work, 38% of respondents are professionals and 22% are farmers. 32% of the respondents earned Rs.25,000-150,000, 61% of the respondents are from small families, 68% of the respondents are rural customers and 82% of the respondents have a computer at home.

Table 1: Demographic Variable of the Respondents

Factors	Options	No. of Respondents	Percentage (%)
Gender	Male	104	52
	Female	96	48
Age	Below 20 years	42	21
	21-30 years	86	43
	31-40 years	48	24
	Above 40 years	24	12
Educational Qualification	Up to HSC	22	11
	Diploma	34	17
	UG Degree	56	28
	PG Degree	88	44

Occupational Status	Business	74	37
	Employed	46	23
	Professional	38	19
	Agriculturist	22	11
	Others	20	10
Computer Owned	Yes	164	82
	No	36	18

Table 2: Respondents Behaviour towards the online purchase

Factors	Options	No. of Respondents	Percentage (%)
Awareness about online shopping	Advertisements	108	54
	Friends & Relatives	48	24
	Newspaper	24	12
	Existing Customers	20	10
Use of website	Flipkart	120	60
	Amazon	32	16
	Snapdeal	34	17
	Other websites	14	7
Factors preference to purchase	Reasonable Price	52	26
	Quality	78	39
	Image	32	16
	Service	22	11
	Others	16	8
Purchase of product through online	General	36	18
	Electrical &	80	40
	Electronics	12	6
	Sports	64	32
	Personnel	8	4
	Medical		

From Table 2, we can infer that the majority, namely 54% of respondents, know buy online through advertising and 24% through friends and family. 43% of customers

regularly make purchases through online sites. For the most part, 60% of customers buy their products through Flipkart, 40% of respondents prefer to buy electrical and electronic products and 36% of customers prefer quality when shopping online.

Table 3: Awareness about the rules of online purchasing

Factors	Options	No. of Respondents	Percentage (%)
Aware about the terms & Conditions of online purchasing	Highly Aware	58	29
	Aware	96	48
	Not aware	46	23
Aware about the Federal Trade Commission	Yes	138	69
	No	62	31
Duties of Federal trade commission	To safeguard the customer	100	50
	Provide secure browser	50	25
		42	21
	Sell the product	8	4
	Other reasons		

Table 3 shows that out of 200 respondents, 29% and 23% of respondents are very well informed, well informed and ignorant about the terms and conditions of online shopping.

### **Conclusion**

The retail campaign has been repainted on the Internet and the rules of the game in retail are changing rapidly. Life is accelerating not only in the subway but also in normal cities. The number of households is increasing and husbands and wives are working because they have less time to go to the market to do their shopping from time to time. Some other reasons like these, such as lack of time, traffic jams, late working hours, the versatility of plastic money and especially the Internet approach to the door of those who want it. Online retailers have improved their service and consumers have found it convenient. Most of the respondents

belong to the age group of 21-30 years, married, have an education of level PG, do business, work, earn Rs.25, 000-150,000, belong to the nuclear family and owned computers in their House. Most respondents believe that the advantage of online shopping is a time-saving, security and quality process. Most respondents prefer cash on delivery, home delivery and recommend the online shopping method to others. satisfied with the product and the service offered by the online shopping sites.

### **References**

1. Dolatabadi, H. R., & Poursaeedi, A. (2012). An Analysis of Factors Affecting on Online Shopping Behavior of Consumers. *International Journal of Marketing Studies*, 4 (5),81-98.
2. Kannaiah, D. (2015). Consumers Perception on Online Shopping. *Journal of Marketing and Consumer Research*, 13, 14-20.
3. Khitoliya, P. (2014). Customers Attitude and Perception Towards Online Shopping. *Indian journal of research*, 3 (6), 18-21.
4. Krishnamurthy. (2015). Customer perception and response towards online marketing in Chennai city. *Asia Pacific Journal of Research*, 1 (XXVII), 44-56.
5. Kumar, P. (2013). A Study on Customer Perceptions towards Online Promotions. *IRC'S international journal of multidisciplinary research in social & management sciences*, 1 (3), 116-124.
6. Ling, G. H. (2012). Factors influencing consumers' attitude towards e-commerce purchases through online shopping. *International Journal of Humanities and Social Science*, 2 (4), 223-230.
7. Puranik, R.& Bansal, A. (2014). A Study of Internet Users Perception towards E-shopping. *Pacific Business Review International*, 6 (9), 37-44.
8. Sapna. (2016). Customer Perception Towards Online Shopping. *International Research Journal of Commerce and Law*, 3 (2), 17-22.